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ABSTRACT

Described in the directory are approximately 125 audiovisual aids that pertain to the area of behavior modification with handicapped children. It is explained that the audiovisuals were selected for their relevance to behavior modification steps such as keeping appropriate records and scheduling reinforcements. Entries are alphabetical within the following sections (number of aids are listed in parentheses): Audio Tapes (26), Films (65), Filmstrips (15), Slide Shows (9), Transparencies (1), Video Tapes (3), and Audiovisual Training Kits (6). Each inclusion contains title, description of entry, technical information available, price if available, and publisher's address. An information sheet for submitting other aids for future editions of the directory is also included. (DB)

ED 091885

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The Behavior Modification Audio-Visual Directory

Compiled by

Thomas Wilds

Special Education Instructional Materials Center

The University of Texas at Austin

1974

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Introduction

The following is an annotated listing of audio-visuals that pertain to the area of behavior modification. The annotations do not reflect the opinion of the University of Texas SEIMC; they are the descriptions as written by the publisher.

Criterion for inclusion

The audio-visuals included in this catalog have been chosen for their direct relation to the teaching of behavior modification techniques. Though there are many techniques in behavior modification, such as token economy, precision teaching, contingency management, etc., the audio-visuals have not been chosen with these areas in mind. Rather, the inclusion criterion was based on the 10 steps that are needed to implement behavior modification techniques. These steps are as follows:

1. Keeping appropriate records
2. Establishing a target behavior
3. Defining behavioral objectives
4. Defining current behavior
5. Developing a task analysis and criterion for advancement
6. Developing appropriate cues
7. Developing and implementing appropriate reinforcements
8. Scheduling of reinforcements
9. Evaluating behavior modification program
10. Planning for future behavior modifications

Format

Catalog - The catalog has been divided into six sections. They are: Audio Tapes, Films, Filmstrips, Slide Shows, Transparencies, and Video Tapes. The audio-visuals in each section have then been listed alphabetically.

Annotation - Each inclusion contains title, description of entry, technical information available, price if available, and publisher's address.

Sources

This catalog of behavior modification audio-visuals has been compiled from several sources. The bulk of information has come from the following:

An Introduction to Behavior Modification
Behaviordelia, Inc.
P. O. Box 1044
Kalamozoo, Michigan 49005

Film Catalog
Aims Instructional Media Service
P. O. Box 1010
Hollywood, California 90028

Film Catalog 1973
The Kansas Center for Mental Retardation and Human Development
Bureau of Child Research
223 Haworth Hall
University of Kansas
Lawrence, Kansas 66044

IMC/RMC Network Professional Film Collection
CEC Information Center
1411 South Jefferson Davis Highway, Suite 900
Arlington, Virginia 22202

Index to 16mm Educational Films
National Information Center forEEducational Media
University of Southern California
University Park
Los Angeles, California 90007

Managing Behavior Catalog
H & H Enterprises, Inc.
P. O. Box 3342
Lawrence, Kansas 66044

Pre-Service/In-Service Training Materials
University of Kansas SEIMC
University of Kansas
Lawrence, Kansas 66044

The Staff Training Resource Series
The University of Texas, Department of Special Education
Staff Training Program for Exemplary Early Childhood
Education for Handicapped Children
2611 Wichita, University Station
Austin, Texas 78712

U. S. Government Films
National Audio Visual Center
Washington, D. C. 20409

Limitations

Though extensive research has been undertaken to identify audio visuals relevant to this collection, it is evident that, because of continual publication in this area, many relevant audio visuals have been unintentionally excluded. Because of this, an audio visual Information Sheet has been included on the following page. Thus, additional audio visuals that are submitted can be added to later publications of this Directory.

It is hoped that this catalog will aid you in your efforts to train those individuals in need of behavior modification techniques.

April, 1974

Thomas Wilds
Training Coordinator
University of Texas SEIMC
2613 Wichita, University Station
Austin, Texas 78712

University of Texas

SEIMC

Behavior Modification
Audio-Visual Information Sheet

Instructions: Additional audio-visuals which are to be included in subsequent editions of this collection should be reported on this form. Be sure to complete information in all categories, since the absence of any data will be reason for exclusion.

TITLE:_____

_____

MINUTES_____, Color or Black/White, Sound or Silent, Cost to Purchase $_____, Rent $_____ Format_____

ABSTRACT OR DESCRIPTION_____

_____

_____

_____

_____

Available from:
name, source or center

_____
Name

_____
Address

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City State Zip

Center and person submitting this sheet:

_____
Center

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Person

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Training Coordinator
Special Education Instructional Materials Center
University of Texas at Austin
2613 Wichita, University Station
Austin, Texas 78712

AUDIO TAPES

Behaviordelia Cassette Tapes — Unit Price, 8 tapes - $60.00

BEHAVIOR MODIFICATION IN THE CLASSROOM:
Excessive Talking

This presentation takes the form of a melodrama set in the old west. The hero of this lifely audio presentation is Tex Nology, who implements a token economy program in an elementary school classroom. By using tokens to reward (or reinforce) the student's appropriate behaviors, a pleasant and productive classroom situation is created, in which both students and teacher reap the benefits of this behavioral procedure. One specific problem that we deal with is that of "talking-out behavior," which often plagues teachers working with young children. By reducing this type of verval behavior, the quality of the learning experience is greatly enhanced and the use of punishment techniques is avoided, much to the relief of the teacher.

cassette tape
running time: 27 min.
Unit Price: 8 tapes, $60.-0

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

BEHAVIOR MODIFICATION IN THE CLASSROOM: UNDERACHIEVEMENT I

Rocky, like many junior high school students, lacks the reading skills necessary to successfully adapt to school and modern society. This entertaining presentation describes how the implementation of a systematic program of behavior procedures allowed one student to acquire the skills involved in reading. The emphasis is on moving away from the traditional classroom structure, and toward more innovative procedures -- such as, using other students as tutors to set up an intensive reading program. Teachers should find this approach helpful in dealing with oder students who have failed to develop the reading skills appropriate to their age level.

cassette tape
running time: 24 min.
Unit Price: 8 tapes, $60.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

BLUEPRINT FOR EDUCATIONAL REVOLUTION

This presentation deals directly with a number of the practical problems facing higher education today. Student underachievement, high student/faculty ratios, rising costs of education, and educational irrelevance are all pressing concerns within the educational community.

By describing how these problems were overcome in the design and management of an introductory psychology course for 1000 students, this tape is certain to provide a new perspective and generate new ideas for all those who are faced with these important problems.

cassette tape
running time: 23 min.
Unit Price: 8 tapes, $60.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

DETERMINISM SUITE

This tape provides listeners with a brief history of scientific determinism; it takes the form of a folk ballad. This combination of musical artistry and philosophy of science is an entertaining presentation.

cassette tape
running time: 9 min.
Unit Price: 8 tapes, $60.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

THE FIRST FLY-BY-NIGHT UNDERGROUND,
EXPERIMENTAL COLLEGE OF KALAMAZOO

This presentation describes the first attempt to use behavioral principles to design an entire one-year college curriculum. In this interdepartmental venture, the learning environment of the students was structured to develop both academic and creative behaviors. The importance of peer group relations in promoting learning was recognized, and consequently a special dormitory was created in which the students' social interactions complemented their classroom activities.

Perhaps the vanguard of a new approach to higher education, the presentation is designed to stimulate thought on the part of educators and students who are interested in new directions in the construction of optimal learning and social environments.

cassette tape
running time: 27 min.
Unit Price: 8 tapes, $60.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

HARRY THE WOLFMAN

Harry is a college student, and like the wolfman of cinema fame, he cannot control himself; he cannot make himself study. The appeal of parties and other social activities, lure him away from studying and academic achievement. Fortunately for Harry, however, a knowledgeable behavioral psychologist comes to his rescue. A program is instituted which balances his life so that he can enjoy both the rewards of academic behavior, and social activities.

This presentation shows one way that behavioral principles can be applied to solve a problem common to many students.

cassette tape
running time: 25 min.
Unit Price: 8 tapes, $60.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

HUMANISTIC BEHAVIORISM

In this short production, the rationale and goals of a genuinely humanistic behavior are explained in a straight-forward manner. Humanistic behaviorism can be described as a set of principles which allow a person to change his environment in such a way that he becomes the kind of individual he wants to be. By exploring these underlying purposes of behavioral science, it is possible to gain a more encompassing view of what psychologists are trying to do to improve the human condition.

cassette tape
running time: 5 min.
Unit Price: 8 tapes, $60.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

REINFORCING DADDY BLUES

The tempered humor of the blues lyrics in this musical composition provides listeners with some of the basic terminology of applied behavioral science. The subject of the song, applies behavioral principles in a social relationship, the success of which he attributes to B.F. Skinner.

cassette tape
running time: 6 min.
Unit Price: 8 tapes, $60.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

UP TO ACHIEVEMENT

This tape describes the use of behavioral procedures in a summer project for eighty grade school children. These children, all of whom had had histories of severe learning and adjustment difficulties, benefited directly from a systematic behavior modification program.

cassette tape
running time: 39 min.
Unit Price: 8 tapes, $60.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

USING PRIVILEGES AS REWARDS

The use of privileges, or the opportunity to participate in enjoyable activities as rewards (or reinforcers), has been found to be one of the most effective techniques of behavior management in the classroom. This tape explores a variety of ways in which such rewards (reinforcers) can be used to produce a more creative, productive, and pleasant classroom environment. One example of a system that uses these techniques is discussed. Developing "privilege menus", using monitors, constructing "high interest" areas to provide rewards for desired behaviors, and other related topics are dealt with, making the material sufficiently broad in scope to be useful to most educators.

cassette tape
running time: 6 min.
Unit Price: 8 tapes, $60.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

BEHAVIOR MODIFICATION AND SPECIAL EDUCATION

Dr. Sidney Bijou discusses his behavior modification program used with retarded children. Emphasizes identifying and filling children's needs, and using positive reinforcement.

reel-to-reel tape
running time: 45 min.

National Educational Tape Foundation
2775 Cottage Way, Suite 31
Sacramento, California 95825

BEHAVIOR MODIFICATION IN THE CLASSROOM

reel-to-reel tape
running time: 40 min.

Dr. Thomas Lovitt discusses behavior modification in the classroom emphasizing that the responsibility of planning goals, judging response and deciding reinforcement should be given over to the student. Through these practices, the child will improve his own motivation and performance.

National Educational Tape Foundation
2775 Cottage Way, Suite 31
Sacramento, California 95825

BEHAVIORAL OBJECTIVES DEBATE

cassette or reel-to-reel
47 min.

The Issue: the value of measurable instructional objectives; Pro: W. James Popham, Con: George F. Kneller, UCLA Professor of Educational Philosophy, Moderator: John I. Goodlad, Dean of the UCLA Graduate School of Education. Professors Kneller and Popham engage in a no-holds-barred debate regarding the strengths and weaknesses of measurable instructional objectives. Dean Goodlad provides an insightful background for the major issues. An audience question and answer session concludes the 47 minute recording. Taped live.

Vimcet Associates
P. O. Box 24714
Los Angeles, California 90024

CASSETTE TAPE IN-SERVICE PACKETS

Tape 1 Behavior Modification
Tape 2 Modeling Techniques as a Classroom Strategy

cassette tape, printed material
15-20 minutes each
Price: $4.00 each

Each cassette tape gives a general overview of the subject listed in the title. The material is presented as a lecture with an outline included on an auxilary form. Reprints of related articles and evaluation forms are included in each packet.

University of Wisconsin Special
Education Instructional Materials Center
415 West Gilman Street
Madison, Wisconsin 53706

LOVE IN THE CLASSROOM

reel-to-reel tape
running time: 1 hour

Dr. Leo Buscaglia talks on how to use the affective side of behavior modification in the classroom. Dr. Buscaglia feels that love can help the teacher work with all children. He stresses loving life and being able to give love away.

National Educational Tape Foundation
2775 Cottage Way, Suite 31
Sacramento, California 95825

VIMCET TAPES

Price: $10.00 for audio tapes

Vimcet Associates
P. O. Box 24714
Los Angeles, California 90024

Analyzing Learning Outcomes

In this program techniques of task analysis are applied to learning objectives. Practice is provided so that an operational objective can be analyzed into subtasks, designated as either entry or en route skills. Use of a particular strategy is advocated in which instruction is approached in terms of learners' response rather than teacher presentations.

Defining Content for Objectives

In this program the application of behavioral objectives is made feasible in an ordinary classroom situation. Teachers are taught that operational objectives should specify content that is generalizable beyond a single test item. The viewer learns to identify objectives which do and do not exemplify content generality and to write objectives which do.

Discipline in the Classroom

This program describes a translation of operant methods to problems of classroom control. The viewer learns to describe the basic reules of contingency management, to identify instances when operant methods are being used, and to write solutions to common classroom behavior problems according to a reinforcement paradigm.

Educational Objectives

This program assists one in developing precisely stated instructional goals. At its conclusion viewers are able (1) to distinguish between behaviorally and non-behaviorally stated instructional objectives and (2) convert non-behavioral objectives to a form specifying student post-instruction behavior.

Establishing Performance Standards

This program describes concrete ways of judging the adequacy of student accomplishment. Both qualitative and quantitative techniques for assessing learner competence are illustrated, including intellectual, attitudinal, and psychomotor behavior changes. The viewer is taught (1) to distinguish between performance standards used to differentiate achievement of students and those which aid the teacher in judging his own performance and (2) to construct performance standards for objectives in a number of subject fields.

Evaluation

This program treats a topic of great interest to all involved in instruction, discussing a rigorous system for assessment of teaching. Test construction, item sampling, and interpretation, of student performance data are given attention and the critical role of pre-assessment of learner competency is emphasized. The viewer learns to select and construct test items appropriate to given objectives, to design both formal and informal pre-assessment procedures, and to make appropriate inferences regarding instruction based on data obtained from his students.

Humanizing Educational Objectives

This program attempts to demonstrate that instructional technology can have positive impact in classrooms. Examples are provided where measurable objectives are formulated for social and personal development goals. Procedures for systematically involving individual learners in the selection of their unique objectives are also described.

Identifying Affective Objectives

Perhaps the most difficult task of those who must formulate obejctives is the generation of non-cognitive, that is, affective objectives. This program provides a four step strategy for designing affective objectives and gives the viewer practice in using the strategy.

Knowledge of Results

This program stresses the importance of allowing the learner to judge the adequacy of all important reponses made during an instructional sequence. The viewer is given practice in discriminating between hypothetical situations in which an instructor does or does not provide knowledge of results.

FILMS

ABC'S OF BEHAVIORAL EDUCATION

Describes the behavior modification program the the Anne Arundel County Learning Center. It emphasizes the relationships between antecedents, behavior, and consequences and describes how antecedents and consequences can be programmed in a school environment to influence staff and student behaviors.

color film, 16 mm.
running time: 20 min.
Price: $135.00
Rental: $15.00 per day

Hallmark Films and Recordings, Inc.
1511 East North Avenue
Baltimore, Maryland 21213

ALL MY BUTTONS

Illustrates a few contemporary problems associated with the normalization of developmentally disabled citizens, and it creates an atmosphere for discussion about local solutions to those problems.

16mm film, color, sound
running time: 28 min.
Price: $240; rent: $6

H & H Enterprises (for purchase)
Box 3342
Lawrence, Kansas 66044

University of Kansas (for rental)
Audio-visual Center
746 Massachusetts Street
Lawrence, Kansas 66044

APPLIED BEHAVIOR ANALYSIS RESEARCH DESIGNS

The three behavioral researchers who wrote the definitive article on Applied Behavior Analysis talk with R. Vance Hall about why it was necessary to develop Applied Behavior Analysis, what makes it work, what has resulted from the technique, and some implications of Applied Behavior Analysis in our changing social system.

16mm, color
running time: 40 min.
Price: $280 (Plus postage and handling)
Rental: $28 (Plus postage and handling)

H & H Enterprises, Inc. (for purchase)
Box 3342
Lawrence, Kansas 66044

University of Kansas (for rental)
Audio-Visual Center
746 Massachusetts Street
Lawrence, Kansas 66044

AUTISM'S LONELY CHILDREN

Explains the work of Dr. Frank Hewett, University of California at Los Angeles, as he attempts to teach autistic children to talk and identify objects. Discusses the possibile effectiveness of the approach, introduces a four and one-half-year-old patient and shows his behavior as he meets his parents for the first time in eight months. From the Spectrum Series.

black and white film
16 mm.
running time: 20 min.
released in 1964

Indiana University
Audio-Visual Center
Bloomington, Indiana 47401

BEHAVIORAL ANALYSIS CLASSROOM

Made on location in various Follow-Through Behavior Analysis Classrooms, the film briefly explains the philosophy behind behavior analysis. The film demonstrates how tokens are used and what benefits derive from implementing behavior analysis and token reinforcement in public school classes. It also shows how parents from the community supplement the regular teaching force so that children get more individual attention to specific problem areas.

16mm color film,
running time: 20 min.
released in 1970

Audio-visual Center
6 Bailey Hall
University of Kansas
Lawrence, Kansas 66044

Bureau of Child Research
223 Haworth Hall
University of Kansas
Lawrence, Kansas 66044

BEHAVIOR MODIFICATION

Based on the pioneering work of O. Lvai Lovaas at UCLA, the film describes the use of reinforcement and stimulus fading techniques in the teaching of speech to psychotic children. Recording the development of four psychotic children, the film shows how self-destruction was suppressed through extinction and punishment and how imitative verbal behavior was established in previously mute children. Aimed specifically at a college and university audience.

16mm. color film
running time: 40 min.
Price: $450.00

Appleton-Century-Crofts
Film Library
440 Park Avenue South
New York, New York 10016

BEHAVIOR MODIFICATION: TEACHING LANGUAGE TO PSYCHOTIC CHILDREN - A -

The use of reinforcement and stimulus fading techniques in teaching speech to psychotic youngsters is demonstrated in this film. It also shows the suppression of self destruction through extinction and punishment and the establishment of imitative verbal behavior in youngsters previously mute.

40 min.
16 mm color film

Appleton-Century-Croft
227 West 25th Street
New York, New York 10001

BEHAVIOR THEORY IN PRACTICE, PT 1.

RESPONDENT AND OPERANT BEHAVIOR

Discusses general laws which govern many kinds of behavior in many different species. Examines basic principles with laboratory animals and then extends these findings to other species outside the laboratory. Presents systematic description of behavior within the framework of a single model, the Skinnerian behavior theory.

color film, 16 mm.
running time: 18 min.
released in 1965

Appleton-Century-Croft
440 Park Avenue, South
New York, New York 10001

BEHAVIOR THEORY IN PRACTICE, PT 2.

SHAPING VARIOUS OPERANTS IN VARIOUS SPECIES, PROGRAMMED

Demonstrates the shaping of various operants in various species with the use of lever pressing, high jump and natural conditioning. Discusses schedules of reinforcements.

16 mm.
color film
running time: 18 min.
released in 1965

Appleton-Century-Croft
440 Park Avenue, South
New York, New York 10001

BEHAVIOR THEORY IN PRACTICE, PT 3.

GENERALIZATION, DISCRIMINATION, MOTIVATION

16 mm.
color film
running time: 17 min.
released in 1965

Discusses the strength of a response in the presence of one or more stimuli. Demonstrates the control of behavior by discriminative stimuli. Includes positive reinforcement, conditioned reinforcement, punishment, negative reinforcement or escape, avoidance and intracranial self-stimulation.

Appleton-Century-Croft
440 Park Avenue, South
New York, New York 10001

BEHAVIOR THEORY IN PRACTICE, PT 4 -

SEQUENCES OF BEHAVIOR

16 mm.
color film
running time: 17 min.
released in 1965

Presents examples of sequences of behavior, such as homogeneous chain, heterogeneous chain, dropping out, alternative responses and multiple stimulus control.

Appleton-Century-Croft
440 Park Avenue, South
New York, New York 10001

BEHAVIOR THERAPY WITH AN AUTISTIC CHILD

16 mm.
black and white film
running time: 42 min.
Price: $59.00

A 30 minute therapeutic session is preceded by a technical introduction and concludes with a brief summary illustrating techniques of behavioral change.

National Audio-Visual Center
General Services Administration
Washington, D. C. 20409

BUSINESS, BEHAVIORISM AND THE BOTTOM LINE

16mm color film
running time: 20 min.
Price: $250.00
Rental: $25.00
1973

In Elizabeth Hall's opening interview with Dr. Skinner, he defines his terms: behaviorism, operant conditioning, reinforcement, and shaping. These terms and concepts are then interpreted and applied systematically in an industrial setting by Edward Feeney, Vice President, System Performance, Emery Air Freight.

Using actual examples, the film demonstrates what can be done to modify behavior for greater productivity. Filmed examples include warehousing, shipping and receiving, telephone orders, deliveries, computer rooms, as well as the manager's office.

CRM Educational Films
Del Mar, California 92014

CAN I COME BACK TOMORROW?

Classroom management and teaching techniques with educationally handicapped students in one of the classrooms in the Learning and Behavior Problems Project at California State College, Los Angeles.

16 mm.
color, sound film
running time: 50 min.
Price: $215.00

California State College at Los Angeles
5151 State College Drive
Los Angeles, California 90032

CHANGING KIP

Case study of a young boy and how principles of behavior modification increased appropriate speech and his ability to follow directions. It also illustrates how discipline is used and how parents can be trained to use behavior modification.

16 mm.
color, 45 min.
Price: $160.00
1971

University of Washington Child Training Unit
Seattle, Washington 98195

CONTROLLING BEHAVIOR THROUGH REINFORCEMENT

Shows how varying reinforcement schedules affect the behavior of pigeons. Compares the outcome of tests with the results of similar experiments made in a typical elementary classroom. Explains that this schedule produces behavior that is persistent and difficult to extinguish. From the Psychology Series.

16 mm.
black and white film
running time: 16 min.
1956

McGraw-Hill Textfilms
330 West 42nd Street
New York, New York

A CONVERSATION WITH B.F. SKINNER

Using terms and examples of particular interest to the psychology student, Dr. Skinner begins by answering some of his most persistent critics. He then goes on to illuminate the origin of behaviorism and some of its basic principles.

The need for a culture designed by behaviorists is Dr. Skinner's main argument. Within this context, he explores the notion of control, its use and potential misuse; punishment; and freedom. The resistance to a behavioral technology and the "hidden" controls used in our culture are also examined.

16mm color film
running time: 20 min.
Price: $250.00
Rental: $25.00
1973

CRM Educational Films
Del Mar, California 92014

COUNTING AND CHARTING WITH TARGET PHONEMES

16 mm color film
running time: 14 min.
Price: $125.00

Demonstrates counting and charting procedures which were developed in public school speech setting to evaluate how well children with misarticulation are learning to use new sounds in spontaneous speech.

Bureau of Child Research
223 Haworth Hall
University of Kansas
Lawrence, Kansas 66044

DEMONSTRATION OF DYNAMIC TEACHING TECHNIQUES

16mm color film
running time: 20 min.

After a brief lecture on changing behavior by changing environmental variables, Siegfried Engelmann works with children on number place values and directional concepts. The children's enthusiasm and his style of teaching are well portrayed. It was filmed during Learning Disabilities Seminars at Rocky Mountain Educational Laboratory, Greeley, Colorado.

Barbre Productions, Inc.
2130 South Bellaire Street
Denver, Colorado 80222

DR. B. F. SKINNER, PT 1

black and white 16 mm film
running time: 50 min.
optical sound

Presents Dr. B. F. Skinner's evaluation of Freudian theory, including his views on motivation, operant conditioning, schedules of reinforcement, punishment and teaching machines.
From the PSYCHOLOGY OF PERSONALITY Series

Assn. Films
347 Madison Ave.
New York, New York 10017

DR. B. F. SKINNER, PT 2-WALDEN II

black and white 16 mm film
running time: 50 min.
optical sound

Dr. B. F. Skinner describes the problems of creating a society based on positive rather than negative control. He evaluates the American Educational System and discusses applications of operant conditioning to society-at-large.
From the PSYCHOLOGY OF PERSONALITY Series

Assn. Films
347 Madison Ave.
New York, New York 10017

GOOFING OFF WITH OBJECTIVES

The film is a spoof on the misuses of behavioral objectives. It points out that objectives are not an end in themselves, but are prepared for a purpose.

16mm color film
running time: 14 min.
Price: $125.00
released in 1969

Mager Associates
13245 Rhoda Drive
Los Altos Hills, California 94022

HELP FOR MARK

This is the first in a series of films designed to help parents and teachers understand and use behavior modification techniques to teach self-help skills to retarded children. Other films in the series to be released will dwell on feeding, dressing, hygiene habits, toilet training, behavior problems, and motor development.

16mm color film
15 min.

Exceptional Child Research Program
Teaching Research
Monmouth, Oregon 97361

HELP FOR MARK -- TMR

The film is an introduction to behavior modification for parents and teachers of the trainable retarded. It describes the principles of behavior modification and portrays types of reinforcement which can be used.

16mm black and white film
running time: 25 min.
Price: $200.00
released in 1969

Teaching Research Division
Oregon State System of Higher Education
Monmouth, Oregon 97361

HOW TO USE TOKENS IN TEACHING

A teacher and a mother from the community demonstrate the proper way to use tokens in preschool education. The film gives specific points of instruction about the use of tokens as reinforcers in an educational setting. Filmed at the Juniper Gardens Children's Project in Kansas City, Kansas.

16mm color film
running time: 8 min.
released in 1970

Audio-visual Center
6 Bailey Hall
University of Kansas
Lawrence, Kansas 66044

I'M READY MOM, ARE YOU?

16 mm
color film
running time: 8 min.
Price: $80.00

Depicts inappropriate emotional behaviors parents display in toilet training their handicapped child. Shows use of positive operant conditioning.

Exceptional Children's Foundation
of Los Angeles
2225 West Adams Boulevard
Los Angeles, California 90018

AN INDI'IDUAL BEHAVIOR MODIFICATION PLAN

16mm, color
22 min.

During this film, Jacqueline Montgomery, Ph.D., explains and demonstrates the fundamentals of a basic behavior modification plan. Using inappropriate grooming behavior as a target problem, Dr. Montgomery teaches a ward attendant how to chart behavior, identify reinforcers, and implement a behavioral training program using reinforcement principles. Examples of the client's pre- and post-dressing behaviors are also provided. In summary, this film demonstrates how basic principles of behavior modification are employed to change inappropriate grooming behaviors.

Jacqueline Montgomery, Ph.D.
Box A, Division 4
Camarillo, California 93010

LEARNING AND BEHAVIOR--THE TEACHING MACHINE

16mm, black/white
running time: 26 min.
Price: $ 5.75 (rent)
Price: $ 135.40

Presents Drs. B. F. Skinner and R. J. Herrnstein, who demonstrate how to measure the learning and conditioning process in the laboratory and show that all learning is dependent upon reward. The work of Dr. Ivan Pavlov, 1904 Nobel Prize winner, is also discussed.

Carousel Films, Inc.
1501 Broadway
New York, New York 10036

LEARNING AND BEHAVIOR, WHAT MAKES US HUMAN

Describes the reward-theory of learning and shows how the learning process may be measured through scientific techniques.
From the CONQUEST Series
L C No-FIA66-176
Prod. CBSTV

black and white 16mm film
running time: 26 min.
optical sound

Carousel Films
1501 Broadway
New York, New York 10036

LEARNING DISCRIMINATIONS AND SKILLS

Presents laboratory tests in which pigeons are taught to discriminate between stimuli and are trained to develop specific skills. Shows that the basic principles of stimulus discrimination and response differentiation are generally the same in any organism.
From the PSYCHOLOGY Series

black and white
16mm film
running time: 10 min.
released in 1956
optical sound

McGraw-Hill Textfilms
330 West 42nd Street
New York, New York 10018

MADISON PLAN

The film illustrates the implementation of the Madison School Plan in the Santa Monica School District. The project involves handicapped children who would tranditionally be labeled EMR, EH, LD, visually impaired and auditorily impaired. This plan provides for the education of these kids in a setting allowing free flow of children between the regular classes and the specialized facility (Learning Center). Narration includes Frank Taylor and Frank Hewett.

color, 16mm. film
running time: 18 min.
Price: $ 180.00

AIMS, Instructional Media Services, Inc.
P. O. Box 1010
Hollywood, California 90028

OPERANT AUDIOMETRY WITH SEVERELY RETARDED CHILDREN

This film demonstrates the use of positive reinforcement to test the hearing of a severely retarded subject. It traces the progress of a 13-year-old retarded boy through several clinical sessions designed to detect and diagnose hearing impairments. It demonstrates how the child is conditioned to wear a headset and how reinforcement techniques are employed to train the child to respond to auditory stimuli.

color 16 mm film
running time: 16 min.
released in 1968

Audio-visual Center
6 Bailey Hall
University of Kansas
Lawrence, Kansas 66044

OPERANT CONDITIONING: A TOKEN ECONOMY

16mm, color
15 min.

Produced at Camarillo State Hospital under the direction of Raymond McBurney, M.D., and Jacqueline Montgomery, Ph.D., this film describes a token economy system employed by the hospital staff with their population of retarded residents. Evidnece is presented to illustrate the utility of this type of treatment system for retarded persons living within an institutional environment. The description focuses on a three-level token economy system through which retarded residents learn adaptive behavior. After acquiring skills and behaviors defined for the first level, the residents are confronted with progressively higher levels of competency demanded by levels B and C. The behaviors appropriate to each level are clarified, and the types of reinforcers built into each level are illustrated and explained. A major goal of the program is to teach the client a set of behaviors that will increase his likelihood of functioning effectively in the outside world. In summary, this film provides a non-technical overview of the principles related to a token system, including the roles of various staff members. This film can be well used with rehabilitation and mental health personnel interested in behavioral approaches.

Jacqueline Montgomery, Ph.D.
Box A, Division 4
Camarillo, California 93010

OPERATION

BEHAVIOR MODIFICATION

black and white 16mm
film
running time: 40 min.
released in 1967

The training received by girls in Mimosa Cottage is designed to enable them to look and act as much as possible like girls of the same age who live in the community. Postiive reinforcement of desired responses is the primary behavior-modification technique applied by the demonstration project staff. A different reinforcer is used with each of three groups. The film traces the progress of 20-year-old Ellen H. through the various training programs to eventual placement in the community as a nurse's aide.

National Medical Audiovisual Center
Communicable Diseases Center
Atlanta, Georgia 30333

Bureau of Child Research
223 Haworth Hall
University of Kansas
Lawrence, Kansas 66044

Special Education Instructional
Materials Center
University of Kansas
Lawrence, Kansas 66044

Audio-visual Center
6 Bailey Hall
University of Kansas
Lawrence, Kansas 66044

OPERATION DRY PANTS

color film, 16mm.
running time: 30 min.
Price: $184.00
released in 1966

Explained is a program utilizing behavior shaping techniques for habit training of severly retarded children in institutions (dressing, self-feeding, toilet training, bathing.)

Abilene State School
P. O. Box 451
Abilene, Texas 79604

OPERATION REENTRY

16mm
black and white film
running time: 30 min.

Demonstrates successful rehabilitation of patients through first giving them tokens for rewards, then making a transition from token use to sheltered workshop training and finally to work outside of the hospital. From the Save Tomorrow Series.

Indiana University
Audio-Visual Center
Bloomington, Indiana 47401

OUT OF THE SHADOWS

This film demonstrates a special education project with about 50 severely retarded children, none of whom have IQ's above 40. After a year they are able to feed themselves properly, they are toilet trained, and most of them can find their way around the hospital grounds without supervision.

Through a well-organized reinforcement system, these children, who would otherwise have continued to exist in a custodial environment, learn the motor skills, color perception, and the basic speech formation which allow them to participate in regular hospital programs which are geared to the moderately and mildly retarded.

color 16 mm film
running time: 17 min.
released in 1969

Audio-visual Center
6 Bailey Hall
University of Kansas
Lawrence, Kansas 66044

THE POPPE PROJECT: BEHAVIOR SHAPING WITH THE SEVERELY RETARDED

Documents a project studying a group of severely retarded children using operant conditioning techniques to shape their behavior in areas of eating, dressing, structured and unstructured play, group interaction and socialization of a beginning level.

16 mm
black and white
23 min.
1967

University of California at Berkeley
Extension Media Center
Film Distribution
2223 Fulton Street
Berkeley, California 94720

PROBLEMS IN SELF-HELP TASK PERFORMANCE

(Part II of the series SYSTEMS OF PRECISE OBSERVATION FOR TEACHERS SPOT FILMS)

Handicapped children attempting to perform certain self-help tasks. An accompanying observation guide is used in conjunction with the film to determine which tasks were performed successfully by the student and which were not, so appropriate teaching strategies can be determined.

16 mm.
color, sound film
running time: 20 min.
Price: $19.50

Department of Special Education
San Francisco State College
San Francisco, California 94132

PROGRAMMED INSTRUCTION: THE DEVELOPMENT PROCESS

Introduces the viewer to the major stages in the development of programmed instructional materials with primary emphasis on student tryouts and revisions leading to lasting and influential effects on education.

color 16 mm film
running time: 19 min.
sound

National Audiovisual Center
Washington, D. C. 20409

PROGRAMMED INSTRUCTION: THE TEACHER'S ROLE

A series of five short films designed to stimulate teachers discussion of the various uses of programmed instruction in teaching the following subjects:

16 mm film
black and white

First Grade Reading	10 min.)	
Third Grade Science	11 min.)	
Fourth Grade Vocabulary	13 min.)	running time
Fifth Grade Geography	10 min.)	
Eighth Grade Mathematics	10 min.)	

National Audiovisual Center
Washington, D. C. 20409

PROGRAMMED READING

Remedial reading -- demonstrates word games, a primary typewriter, and the Sullivan Programmed Reading Series.

16 mm.
black and white film
running time: 25 min.
Price: $59.00

University of the State of New York
The State Education Department
Albany, New York 12224

PROGRAMMED TUTORING

Shows how a tutoring program using non-professionals can supplement regular classroom teachers in improving individual reading skills.

16 mm film
released in 1972

Indiana University
Audio-Visual Center
Bloomington, Indiana 47401

PROGRAMMING IS A PROCESS - AN INTRODUCTION TO INSTRUCTIONAL TECHNOLOGY

16 mm
color film
running time: 32 min.
released in 1967

Introduces viewers to the basic process of instructional technology-programming an instructional sequence for maximum student learning. Tells that the steps of the programming process, applicable to all media, are described as a means toward instruction.

University of Illinois
501 S. Wright Street
Champagne, Illinois 61820

REACHING THE UNREACHED

16 mm
black and white film
running time: 24 min.

The 1968 Santa Cruz County Behavior Modification Institute staff conducted demonstrations of behavior modification techniques through the use of closed circuit television. Video tapes were made of the sessions and processed into this 16mm film.

Santa Cruz Office of Educations
State Department of Education
Division of Special Schools and Services
Santa Cruz, California

REINFORCEMENT

16 mm
black and white film
running time: 6 min.
Price $64.00

Short spoof on choosing appropriate rewards to achieve desired behavior.

Peter University Press
4475 Rosewood Avenue
Los Angeles, California 9000

REINFORCEMENT IN LEARNING AND EXTINCTION

16mm, black/white
running time: 8 min.
Price: $60.00
Rental: $6.50

Shows how behavior that is reinforced does get learned while non-reinforced behavior is extinguished. Demonstrates this with both humans and pigeons.

McGraw-Hill Textfilms
330 West 42nd Street
New York, New York 10018

REINFORCEMENT THEORY FOR TEACHERS

Dr. Madeline Hunter discusses postive reinforcement, extinction and schedule of reinforcement. Suggests how the theory behind reward and punishment can be applied effectively in daily teaching. From the Translating Theory into Classroom Practices Series.

16 mm.
black and white film
running time: 28 min.

Special Purpose Films
26740 Latigo Shore Drive
Malibu, California 80240

REINFORCEMENT THERAPY

Filmed at the Neuropsychiatric Institute at the University of California, Los Angeles, at Palton State Hospital in San Bernadino Valley in California, and at the Rainier School in Buckley, Washington, the film presents three experimental programs in the application of reinforcement therapy.

16 mm.
black and white film
running time: 45 min.
Price: $67.50

Smith, Kline & French Laboratories
1500 Garden Street
Philadelphia, Pennsylvania 19137

REWARDS AND REINFORCEMENTS

Points out that economically underprivileged children must often be provided with motives for learning, that the value systems of these children may differ from those of the economically satisfied child, and that behavior may need to be reinforced with rewards, such as candy, money, clothes, or other material objects.

16 mm.
black and white film
running time: 26 min.
released in 1968

Indiana University
Audio-Visual Center
Bloomington, Indiana 47401

REWARDS AND REINFORCEMENTS IN LEARNING

Describes behavior modification. Use of technique is shown in teaching a retarded child to walk, correcting a lisp in speech therapy, and teaching a young child to tie a shoelace. The film can be supplemented by a study guide - $1.00.

16 mm.
black and white film
running time: 25 min.
Price: $150.00
return-postage rent

Behavior Modification Products
P. O. Box 3207
Scottsdale, Arizona 85257

SANTA MONICA PROJECT

16 mm.
color film
running time: 28 min.
Price: $280.00

Shown is how Santa Monica, California has handled the problem of educationally handicapped children by placing them in special classroom and rewarding the child at the end of each week.

AIMS, Instructional Media Services, Inc.
P. O. Box 1010
Hollywood, California 90028

SHIFT OF STIMULUS CONTROL:
A CLINICAL PROCEDURE
IN ARTICULATION THERAPY

color 16 mm film
running time: 37 min.
released in 1970

This was filmed over a period of several weeks in dozens of clinical sessions with two mentally retarded children. It shows the general strategy of the stimulus-shift techniques in which new phoneme responses are developed under precise stimulus control and are made functional for the child in a systematic programmed clinical procedure. The scenes show the baseline responses of the children and trace their progress through therapy programs on two phonemes.

The film sequence specifically demonstrates the generalization trends of such training. The procedures demonstrated in this film were developed for mentally retarded children, but the procedures and the principles on which they are based are considered appropriate for all children with articulation problems.

Audio-visual Center
6 Bailey Hall
University of Kansas
Lawrence, Kansas 66044

THE STEP BEYOND SERIES

The three films described below may be used separately or sequentially. Each of the films is designed to teach viewers the basic steps of behavior modification skills useful in assisting the mentally retarded child to reach the level of adaptive behavior acceptable for admission into special education classes in the community. The films are up-to-date, clear in their presentation of information, and non-technical enough to have wide appeal and teaching value. Potential audiences for these films would include: physicians, teachers, social workers, paraprofessionals, psychologists and parents of retarded children.

GENESIS

The first film in the series presents the step-by-step behavior modification procedures used to teach basic self-help skills to retarded children. Areas of self-help skills included are dressing, eating, and toileting

16 mm color film
25 min.
Price: $200.00
Rental: $20.00

ASK JUST FOR LITTLE THINGS

The second film of the series moves from the basic self-help skills into more advanced activities of daily living. Skills taught with behavior modification techniques in "Ask Just for Little Things" are ambulation, attending behaviors, and personal hygiene.

16 mm color film
20 min.

I'LL PROMISE YOU A TOMORROW

The last film of the series covers the rese of the life skills necessary to prepare the retarded child for a community education setting. Communication, following directions, and orientation to group situations are the areas presented. Again, as in all 3 films, the emphasis is on instructing the parent or paraprofessional to teach these skills to the retarded child.

16 mm color film
20 min.

Hallmark Films and Recordings, Inc.
1511 East North Avenue
Baltimore, Maryland 21213

SYSTEMS OF PRECISE OBSERVATION FOR TEACHERS (S.P.O.T. FILMS)

16mm films (3), manual
Part 1 - 30 min.
Part 2 - 20 min.
Part 3 - 30 min.
Price: $107.25

Part 1 - Problems in Academic Task Performance. Pertains to observation of any child with problems in performance of academic tasks.

Part 2 - Problems in Self-Help Task Performance. Pertains to observation of children who have difficulty in self-help task performance.

Part 3 - Devices for Self-Help Performance. Pertains to use of adaptive devises for children with crippling conditions.

June Bigge, Project Director
Department of Special Education
San Francisco, California 94132
San Francisco, California 94132

TEACHING MACHINES AND PROGRAMMED LEARNING

16 mm.
black and white film
running time: 29 min.
released in 1960

Presents B. F. Skinner explaining the theory of programmed learning, Arthur Lunsdaine describing a variety of teaching machines and programmed materials, and Robert Glaser discussing the implication of such machines and materials for children.

National Audio-Visual Center
Washington, D. C. 20409

TEACHING THE MENTALLY RETARDED: A POSITIVE APPROACH

16 mm
black and white film
running time: 23 min.
Price: $30.03
return-postage rent

Intended for use with the book, Teaching the Mentally Retarded, A Handbook for Ward Personnel, which contains material dealing with behavior-shaping technique, language development, self-care skills and evaluation of the retarded in planning training programs.

DuArt Film Laboratories
245 West 55th Street
New York, New York 10019

TEACHING THE WAY THEY LEARN
(The Learning Series)

16 mm
black and white film
running time: 29 min.
Price: $195.00

The keynote of educating children with learning disabilities is believed to be precision. The basic operating principle is that if a child cannot do the job, the teacher must figure out what level of functioning he is on and start there with materials and procedures to help him take the small next steps in the desired direction.

Teaching the Way They Learn presents a series of learning episodes which illuminate a specific approach to the remediation of that difficulty.

McGraw-Hill Book Company
Film Division
Lowell House 204
88 West Schiller
Chicago, Illinois 60610

TOKEN ECONOMY: BEHAVIORISM APPLIED

16mm color film
running time: 20 min.
Price: $250.00
Rental: $25.00
1973

The film begins with Dr. Skinner citing the five classical examples of mistreatment: old people, orphaned children, prisoners, psychotics, and retardates. He then goes on to explain the use of "tokens" in a program of reinforcement therapy.

To demonstrate his theories, the film then takes us to the Adolf Meyer Center, a facility of the Illinois Department of Mental Health, where CRM Films was granted permission to film behavioral therapy in use with retarded and delinquent adolescents.

The program director, Dr. Bernard Wagner, explains how the token economy is practiced. He points out the use of reinforcement, scheduling, punishment, extinction, and other methods first developed by Dr. Skinner.

CRM Educational Films
Del Mar, California 92014

A TOKEN SYSTEM FOR BEHAVIOR MODIFICATION

color 16 mm. film
running time: 8 min.
released in 1971

The premise of a token system is that the receipt of a reward, candy, or other suitable reinforcer for a specific desired behavior will increase the probability that this behavior will recur in the future.

This film demonstrates the use of a token economy in an institutional environment to teach retarded girls self-help skills and to give them occupational skills to make the transition to community living. The token system is illustrated in a variety of applications, starting with the introduction of the reinforcement system to the child, and proceeding to illustrate increasingly complex applications.

Audio-visual Center
6 Bailey Hall
University of Kansas
Lawrence, Kansas 66044

TRAINING RESOURCES AND TECHNIQUES

color 16 mm film
running time: 20 min.
released in 1968

Part III of the series, COUNSELING THE MENTALLY RETARDED, this film shows several training programs, facilities, and procedures which vocational counselors employ in rehabilitation programs for retarded clients.

Three incentive programs are described showing the value of realism, reward, recognition and responsibility in rehabilitation.

The first program is for training the client who was academically saturated by age 13 but is capable of learning mechanical skills and teaching him how to find competitive employment. The second is the sheltered workshop, competitive community-based employment without competitive demands. The third is the cottage program for severely retarded adolescent girls. The girls are taught to care for themselves and a home, and some learn to contribute to their income through acquisition of semi-vocational skills.

Special Education Instructional
Materials Center
University of Kansas
Lawrence, Kansas 66044

Audio-visual Center
6 Bailey Hall
University of Kansas
Lawrence, Kansas 66044

National Medical Audiovisual Center
Communicable Diseases Center
Atlanta, Georgia 30333

WHO DID WHAT TO WHOM?

16 mm film
color
16½ minutes
1973

Except for an opening and closing scene, the film consists of a series of 40 short scenes, each depicting one of the four principles in action. Each of these 40 scenes is followed by 5 seconds of black leader so that the projector may be stopped and the scene discussed. The film is divided into 5 sections, as follows:

1. In a short opening scene, Dr. Mager describes the nature of the film and the procedure to be followed during the viewing.
2. Scenes 1-21 introduce and illustrate the 4 behavioral principles in scenes around the office, in school, at home. Two optional scenes illustrate a variation on the theme, that of superstitious behavior.
3. Scenes 22-30 provide a practice set of scenes depicting the principles in random order (Scene 30 is also optional). Viewers are given an opportunity to identify responses that inadvertently and unknowingly produce an undesired effect, and are given practice in predicting what actions will lead to what effect. In this way viewers are led to increase their skill in coping with situations that commonly arise when one person interacts with another.
4. Scenes 31-40 provide a second set of practice scenes similar to the previous set. Both this and the previous set also may be used as a criterion test.
5. In a short closing scene, Dr. Mager briefly summarizes the principles considered. The ending of the film provides a further illustration of one of the principles, and at the same time allows the session to be ended on a positive note (a chuckle or more).

The Leader's Guide - the Script Pages of the Leader's Guide contain all the information needed to lead a practice session. Right-hand pages contain: 1. an introductory comment at the top of the page for those scenes that need it; 2. the script for the scene, so you will be easily refreshed about what comes next; 3. questions to ask your viewers, in the sequence they should be asked (in bold type); 4. typical acceptable responses; 5. optional comments you might want to make (also in bold type); 6. a large asterisk* on some pages to remind you that here might be a particularly good place to tailor the session to your own situation by asking how the interaction shown in the scene appears in your own enviornment. Left-hand pages include: 1. interpretation - a technical explanation of the scene (to be used only in case of emergency); 2. an occasional Note containing additional information to help with the explanation of the scene that follows; 3. Summary so far - a brief summary of the principles illustrated to that point, which you may or may not elect to use.

Research Press Company
P. O. Box 3177 CFS
Champaign, Illinois 61820

WHICH STUDENTS GET YOUR ATTENTION?

A film which demonstrates in an actual classroom situation techniques for securing a student's attention and for eliminating disruptive attention-getting behavior.

16mm film
running time: 15 min.
Color

New England Special Education
Instructional Mateials Center
Boston University
704 Commonwealth Avenue
Boston, Massachusetts 02215

FILMSTRIPS

CONTINGENCY MANAGEMENT

Contingency Management, in simplest terms, is a contracting system in which students' successful task completion is consistently rewarded by free time activity. At the Conclusion of this program, learners will know the major concepts of a Contingency Management System and be able to successfully set up a system in the classroom. The filmstrips consist of: A Positive Approach to Motivation, Contingency Management in the Classroom, and Planning a Contingency Management Program I and II.

filmstrips, cassette tapes, manual
self-instructional
Price: $20.00

Special Education Instructional Materials Center
University of Southern California
1031 South Broadway Suite 623
Los Angeles, California 90015

PRECISION TEACHING

Sound/filmstrip. Developed for use in workshops, methods classes, or by individuals. Featuring teacher Ann Starlin, the filmstrip provides an introduction to precision teaching, and demonstrates key procedures in precision classrooms.

filmstrips,
cassette tapes,
76 color frames
running time: 25 min.
Price: $20.00

The Council for Exceptional Children
1920 Association Drive
Reston, Virginia 22091

STRUCTURING THE CLASSROOM FOR SUCCESS

Demonstrates to teachers how to create, structure and maintain a stimulating and productive learning environment. The filmstrips cover the following areas: Overview, Room Environment, Creating Activity Centers, Behavior Management Principles, Behavior Management in the Classroom, and Individualized Instruction.

filmstrip (6), cassette tapes (3), manual
7 minutes each
Price: $15.00

University of Southern California
Special Education Instructional Materials Center
1031 South Broadway Suite 623
Los Angeles, California 90015

TOTAL INFORMATION PACKAGE #1 THE ENGINEERED LEARNING PROJECT

Describes a program for assisting children with academic and learning problems. It is founded on a classroom design utilizing individualized instruction and procedures as they have evolved from an experimental research project.

filmstrips (8), cassette tapes (8), printed material, 2 Final Report Volumes
Unit I - 14 min.
Unit II - 30 min.
Unit III - 27 min.
Unit IV - 27 min.
Unit V - 12 min.

Northwest Regional Special Education
Instructional Materials Center
Clinical Services Building
Eugene, Oregon 97402

VIMCET TAPES

Price: $17.00 for filmstrip and tape
$10.00 for audio tape

Each of the filmstrip-tape programs includes:

1. Illustrated filmstrip.
2. Accompanying audio-taped narration, approximately 30 minutes in length.
3. Instructor's manual
4. Cassette or reel-to-reel-tape.
5. Statement of specific objectives accomplished by the program.
6. Reports of validation studies regarding the program's effectiveness.
7. Sample copy of optional response sheet.

Vimcet Associates
P. O. Box 24714
Los Angeles, California 90024

Analyzing Learning Outcomes

In this program techniques of task analysis are applied to learning objectives. Practice is provided so that an operational objective can be analyzed into subtasks, designated as either entry or en route skills. Use of a particular strategy is advocated in which instruction is approached in terms of learners' response rather than teacher presentations.

Defining Content for Objectives

In this program the application of behavioral objectives is made feasible in an ordinary classroom situation. Teachers are taught that operational objectives should specify content that is generalizable beyond a single test item. The viewer learns to identify objectives which do and do not exemplify content generality and to write objectives which do.

Discipline in the Classroom

This program describes a translation of operant methods to problems of classroom control. The viewer learns to describe the basic rules of contingency management, to identify instances when operant methods are being used, and to write solutions to common classroom behavior problems according to a reinforcement paradigm.

Educational Objectives

This program assists one in developing precisely stated instructional goals. At its conclusion viewers are able (1) to distinguish between behaviorally and non-behaviorally stated instructional objectives and (2) convert non-behavioral objectives to a form specifying student post-instruction behavior.

Establishing Performance Standards

This program describes concrete ways of judging the adequacy of student accomplishment. Both qualitative and quantitative techniques for assessing learner competence are illustrated, including intellectual, attitudinal, and psychomotor behavior changes. The viewer is taught (1) to distinguish between performance standards used to differentiate achievement of students and those which aid the teacher in judging his own performance and (2) to construct performance standards for objectives in a number of subject fields.

Evaluation

This program treats a topic of great interest to all involved in instruction, discussing a rigorous system for assessment of teaching. Test construction, item sampling, and interpretation, of student performance data are given attention and the critical role of pre-assessment of learner competency is emphasized. The viewer learns to select and construct test items appropriate to given objectives, to design both formal and informal pre-assessment procedures, and to make appropriate inferences regarding instruction based on data obtained from his students.

Humanizing Educational Objectives

This program attempts to demonstrate that instructional technology can have positive impact in classrooms. Examples are provided where measurable objectives are formulated for social and personal development goals. Procedures for systematically involving individual learners in the selection of their unique objectives are also described.

Identifying Affective Objectives

Perhaps the most difficult task of those who must formulate obejctives is the generation of non-cognitive, that is, affective objectives. This program provides a four step strategy for designing affective objectives and gives the viewer practice in using the strategy.

Knowledge of Results

This program stresses the importance of allowing the learner to judge the adequacy of all important reponses made during an instructional sequence. The viewer is given practice in discriminating between hypothetical situations in which an instructor does or does not provide knowledge of results.

Selecting Appropriate Educational Objectives

What objectives should a teacher attempt to achieve? This program provides several tools with which to answer this question. Demonstrating that mere specificity of instructional goals does not insure worthwhile goals, the program develops the viewer's skills in using modified versions of the Taxonomics of Educational Objectives.

Writing Tests Which Measure Objectives

Because standardized measures are often not appropriate for objective-based instruction, the use of the "item form" approach to writing testing situations is described. Practice is given in transforming objectives into this format and producing items which match objectives.

SLIDE SHOWS

BEHAVIOR MODIFICATION IN THE CLASSROOM:
Excessive Talking

slide show
running time: 27 min.
Price: $ 150.00

This presentation takes the form of a melodrama set in the old west. Th hero of this lively presentation is Tex Nology, who implements a token economy program in an elementary school classroom. By using tokens to reward (or reinforce) the student's appropriate behaviors, a pleasant and productive classroom situation is created, in which both students and teacher reap the benefits of this innovative behavioral procedure. One specific problem that we deal with is that of "talking-out behavior", which often plagues teachers working with young children. By reducing this type of verbal behavior, the quality of the learning experience is greatly enhanced and theuse of punishment techniques is avoided, much to the relief of the teacher. Created in cartoon format with figures from the old west, this show offers a humorous, as well as educational approach to this problem.

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

BEHAVIOR MODIFICATION IN THE CLASSROOM:
Underachievement I

slide show
running time: 24 min.
Price: $ 150.00

Rocky, like many junior high school students, lacks the reading skills necessary to successfully adapt to school and modern society. This entertaining presentation, created from studio photography, describes how the implementation of a systematic program of behavior procedures allowed one student to acquire the skills involved in reading. The emphasis is on moving away from the traditional classroom structure, and toward more innovative procedures - such as using other students as tutors to set up an intensive reading program. Teachers should find this approach helpful in dealing with older students who have failed to develop the reading skills appropriate to their age level.

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

BLUEPRINT FOR EDUCATIONAL REVOLUTION

Enhanced by creative use of graphic arts, cartoons and live photography, this presentation deals directly with a number of the practical problems facing higher education today. Student underachievement, high student/faculty ratios, rising costs of education, and educational irrelevance are all pressing concerns within the educational community.

By describing how these problems were overcome in the design and management of an introductory psychology course for 1000 students, this tape is certain to provide a new perspective and generate new ideas for all those who are faced with these important problems.

slide show
running time: 27 min.
Price: $ 150.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

THE FIRST FLY-BY-NIGHT UNDERGROUND, EXPERIMENTAL COLLEGE OF KALAMAZOO

This is a review of the first attempt to use behavioral principles to design an entire one-year college curriculum. In this inter-departmental venture, the learning environment of the students was structured to develop both academic and creative behaviors. The importance of peer group relations in promoting learning was recognized, and consequently a special dormitory was created in which the students' social interactions complemented their classroom activities.

Perhaps the vanguard of a new approach to higher education, offered in a format combining live photography and fantasy, the presentation is designed to stimulate thought on the part of the educators and students who are interested in new directions in the construction of optimal learning and social environments.

slide show
running time: 27 min.
Price: $ 150.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

HARRY THE WOLFMAN

Harry is a college student, and like the wolfman of cinema fame, he cannot control himself; he cannot make himself study. The appeal of parties and other social activities, lure him away from studying and academic achievement. Fortunately for Harry, however, a knowledgeable behavioral psychologist comes to his rescue. A program is instituted which balances his life so that he can enjoy both the rewards of academic behavior, and social activities.

This entertaining, educational, and somewhat surrealistic slide show employs studio photography and some cartoon format.

slide show
running time: 25 min.
Price: $ 150.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

HUMANISTIC BEHAVIORISM

In this short cartoon the rationale and goals of a genuinely humanistic science of behavior are explained in a straight-forward manner. Humanistic behaviorism can be described as a set of principles which allow a person to change his environment in such a way that he becomes the kind of indiyidual he wants to be. By exploring these underlying purposes of behavioral science, it is possible to gain a more encompassing view of what psychologists are trying to do to improve the human condition.

slide show
running time: 5 min.
Price: $ 50.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

UP TO ACHIEVEMENT

This slide show, employing photo composition, describes the use of behavioral procedures in a summer project for eighty grade school children. These children, all of whom had had histories of severe learning and adjustment difficulties, benefitted directly from a systematic behavior modification program.

slide show
running time: 6 min.
Price: $150.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

REINFORCING DADDY BLUES

The tempered humor of the blues lyrics in this composition provides the audience with some of the basic terminology of applied behavioral science. The subject of the show applies behavior principles in a social relationship, the success of which he attributes to B. F. Skinner. Amusing "Orphan Annie" caricatures are utilized in this slide show with a cartoon format.

slide show
running time: 6 min.
Price: $ 70.00

Behaviordelia
P. O. Box 1044
Kalamazoo, Michigan 49005

USING PRIVILEGES AS REWARDS

slide show
running time: 6 min.
Price: $ 50.00

The use of privileges, or the opportunity to participate in enjoyable activities as rewards (or reinforcers), has been found to be one of the most effective techniques of behavior management in the classroom. This presentation, in cartoon format, explores a variety of ways in which such rewards (reinforcers) can be used to produce a more creative, productive, and pleasant classroom environment. One example of a system that uses these techniques is discussed. Developing "privilege menus", using monitors, constructing "high interest" areas to provide rewards for desired behaviors, and other related topics are dealt with, making the material sufficiently broad in scope to be useful to most educators.

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TRANSPARENCIES

THE RESPONSIVE TEACHING MODEL TRANSPARENCY KIT

60 plastic transparencies
Price: $68.00

The Responsive Teaching Model Transparency Kit is designed to be used in teaching the behavior modification model developed by R. Vance Hall in applied behavior management settings. It is deisgned for the training sequence outlined in the Managing Behavior Series, Parts 1, 2 and 3.

The kit includes a guide for use and it is divided into functional modules which make it applicable to a variety of classroom or workshop presentations. Each transparency of a case study has an accompanying text of the case history, including a summary of the results of the study.

H & H Enterprises, Inc.
Box 3342
Lawrence, Kansas 66044

VIDEO TAPES

BEHAVIOR MODIFICATION TECHNIQUES FOR TEACHERS OF THE DEVELOPMENTALLY YOUNG

½" Sony Video Tape
Manual, printed material

Performance-based course consisting of 8 units: The Behavior Model, Describing Behavior Precisely, Recording Behavior, Graphing Behavior, Arranging Consequences, Teaching New Behavior, and Classroom Management Techniques I and II. Self-paced; can be used for: 7 or 15 day intensive course, one university quarter; or 2-day intensive workshop.

Rocky Mountain Regional Special Education
Instructional Materials Center
University of Northern Colorado
Greeley, Colorado 80631

HELPING WILLIE WANTOO

1/2 inch video tape
EIAJ - 1 Standard Format
running time: 20 min.

Focuses on children who exhibit behaviors incompatible with their learning in the classroom. Deals with the elimination of NEGATIVE behaviors not compatible with classroom learning.

Joint County System of
Cedar, Johnson, Linn and
Washington Counties
Cedar Rapids, Iowa 52401

HOW TO WRITE INSTRUCTIONAL OBJECTIVES

1/2 inch video tape
EIAJ - 1 Standard Format
running time: 20 min.

Stan Dublinske discusses the necessary parts of writing instructional objectives. Including our purposes and rationales for using instructional objectives in the classroom.

Iowa State Department of
Special Education
Des Moines, Iowa 50319

Late Inclusions

(Transparency and Audio Tapes)

AUDIO-VISUAL TRAINING KITS

Competency-Based Teaching, by Kerth Lundell. This training kit describes in a step-by-step manner the process of Competency-Based Education. It illustrates how instruction can become more individualized and effective through the use of assessment procedures, skill grouping, learning modules, and contracting. Student involvement in the process is emphasized.

Instruction transparencies and cassette tapes $55.00

Behavioral Objectives in Education, by Tyrone Payne. With the emphasis that is currently being placed on relevance and accountability in education, we are seeing a new emphasis upon the use of behavioral objectives. This training kit, developed specifically to meet this need, offers a simplified way of training educators to create objectives for the development and evaluation of educational programs.

Instruction transparencies and cassette tapes $55.00

Skill Grouping-Incentive Systems, by William Brown. Through the use of numerous classroom examples, this kit demonstrates that teaching is more efficient when students are given (1) tasks they can do and (2) reasons for doing them. This program is based on seven curriculum and incentive objectives that are basic to good instruction.

Instruction transparencies and cassette tapes $55.00

Behavior Management in the Classroom, by Kerth Lundell. Now in use in hundreds of school systems and universities throughout the United States and Canada, this kit has proven to be a key tool in a variety of classroom management projects. The presentation covers four basic areas: (1) Introduction to the behavioral approach, (2) Basic principles of learning, (3) Specific techniques for strengthening desired behaviors, and (4) Specific techniques for weakening undesired behaviors.

Instruction transparencies and cassette tapes $55.00

Praise-Criticism Ratio (Teacher Behavior--Student Output), by William Brown. Developed through numerous workshops with teacher groups, this training kit offers a dynamic process for getting educators to examine the discrepancies between the behavior control methods they do and should use. The audio-visual presentation, which forms a basis for the group involvement section, provides a comprehensive examination of the effects of seven common categories of pupil-teacher interaction.

Instruction transparencies and cassette tapes $55.00

Behavior Management in the Home, by Kerth Lundell. This kit is designed to aid in teaching parents to more effectively manage the behaviors of their children. The program is designed to be used over a series of four weekly sessions so that participants can become actively involved in trying the procedures. Besides an emphasis on managing social behaviors, parents also receive helpful suggestions on changing homework habits.

Instruction transparencies and cassette tapes
$55.00

Behavior Products
4857 B Far Hills Avenue
Kettering, Ohio 45429